

# An Education Program for NOAA



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# The Challenge

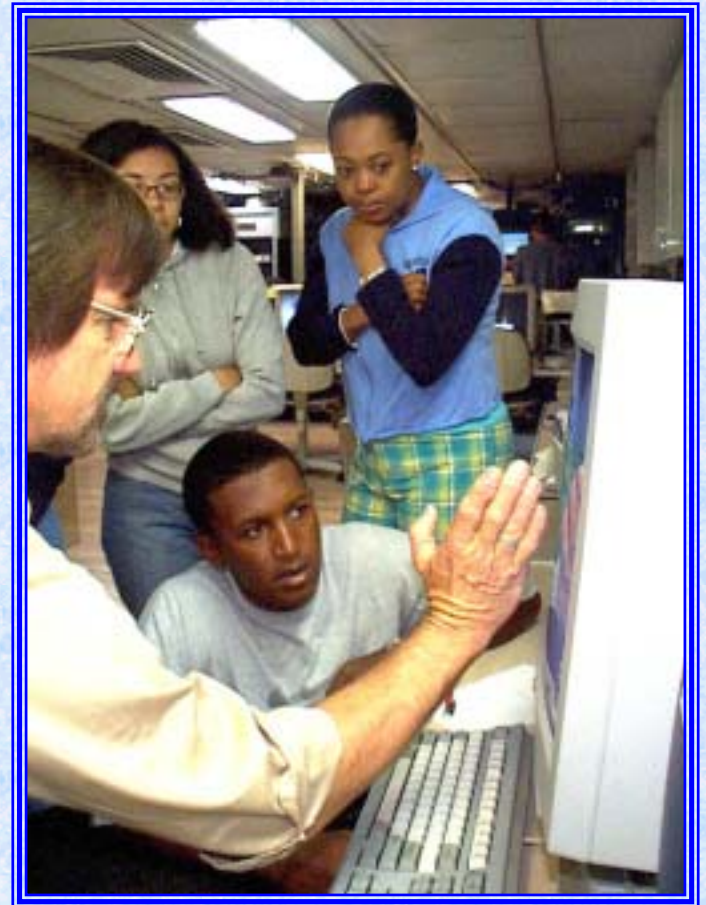
**To Create an Environmental Literacy, Outreach and Education Program**





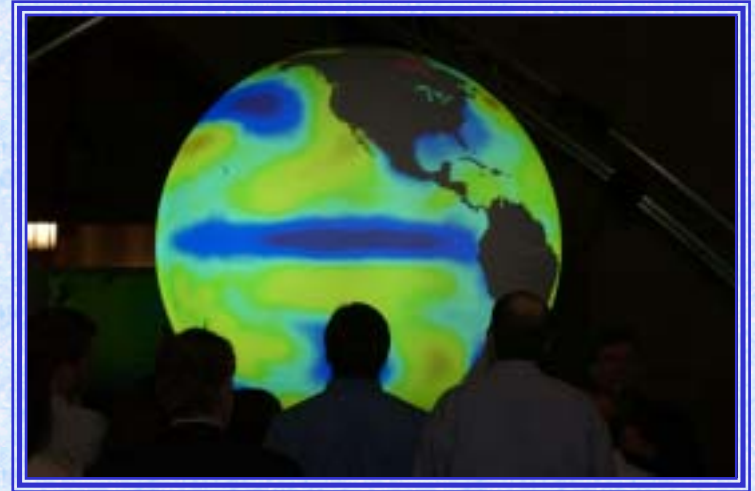
# Education is not new to NOAA

- Long-standing legislative mandates: Sea Grant, Estuarine Reserves, Marine Sanctuaries, NWS
- New programs: OE, EPP/MSI



# The NOAA Program Review

- Created the Office of Education and Sustainable Development
- Created NOAA Council System, including Education Council
- Advocated a percentage of program funding be dedicated to education





# NOAA Strategic Plan

## X-Cutting Priorities

1. Integrated global environmental observation and data management system;
2. Environmental literacy, outreach and education;
3. Sound, state-of-the-art research;
4. International cooperation and collaboration;
5. Homeland security; and
6. Organizational excellence.





# Terms of Reference

## ***ENVIRONMENTAL LITERACY***

For NOAA, *environmental literacy* means having a fundamental understanding of the natural world and the relationships and interactions between the living and non-living environment. *An environmentally literate person has acquired the necessary skills and expertise and has developed attitudes, motivations, and commitments to make informed decisions and to take responsible action.*

6/18/03



# Environmental Literacy

Percent answering environmental knowledge questions correctly:

- Most common reason animal species become extinct – 70%
- Main cause of climate change – 45%
- Primary reason for worldwide reduction in ocean fish – 25%

*NEETF/ROPER Survey*



# Terms of Reference

## ***OUTREACH***

**For NOAA, *outreach* means providing audiences beyond NOAA with *information and materials that increase awareness of NOAA's science, products, and services, to promote environmental stewardship, personal safety, and an improved economy.*** 6/18/03





# Terms of Reference

## ***EDUCATION***

For NOAA, *education* means *a process of informing and engaging particular audiences on topics relevant to the world's atmosphere, climate, oceans and coastal ecosystems* to achieve greater environmental literacy, personal safety, and an improved economy. There are *many possible audiences*, such as students, educators, decision-makers, business persons and the general public.

NOAA educational activities are based on NOAA sciences, services, and stewardships; systematic in design with clear goals, objectives and measurable outcomes; aligned, *where appropriate, with state or national education standards*; and designed to facilitate evaluation by a third party.

NOAA education specifically excludes the training and professional development of NOAA employees.



# Education Strategic Plan

## Goals

- Increase public use and understanding of NOAA data, resources and programs.
- Support education and outreach efforts that enhance environmental literacy and foster and informed public.
- Increase the number and diversity of people who choose education and careers that support NOAA's mission.

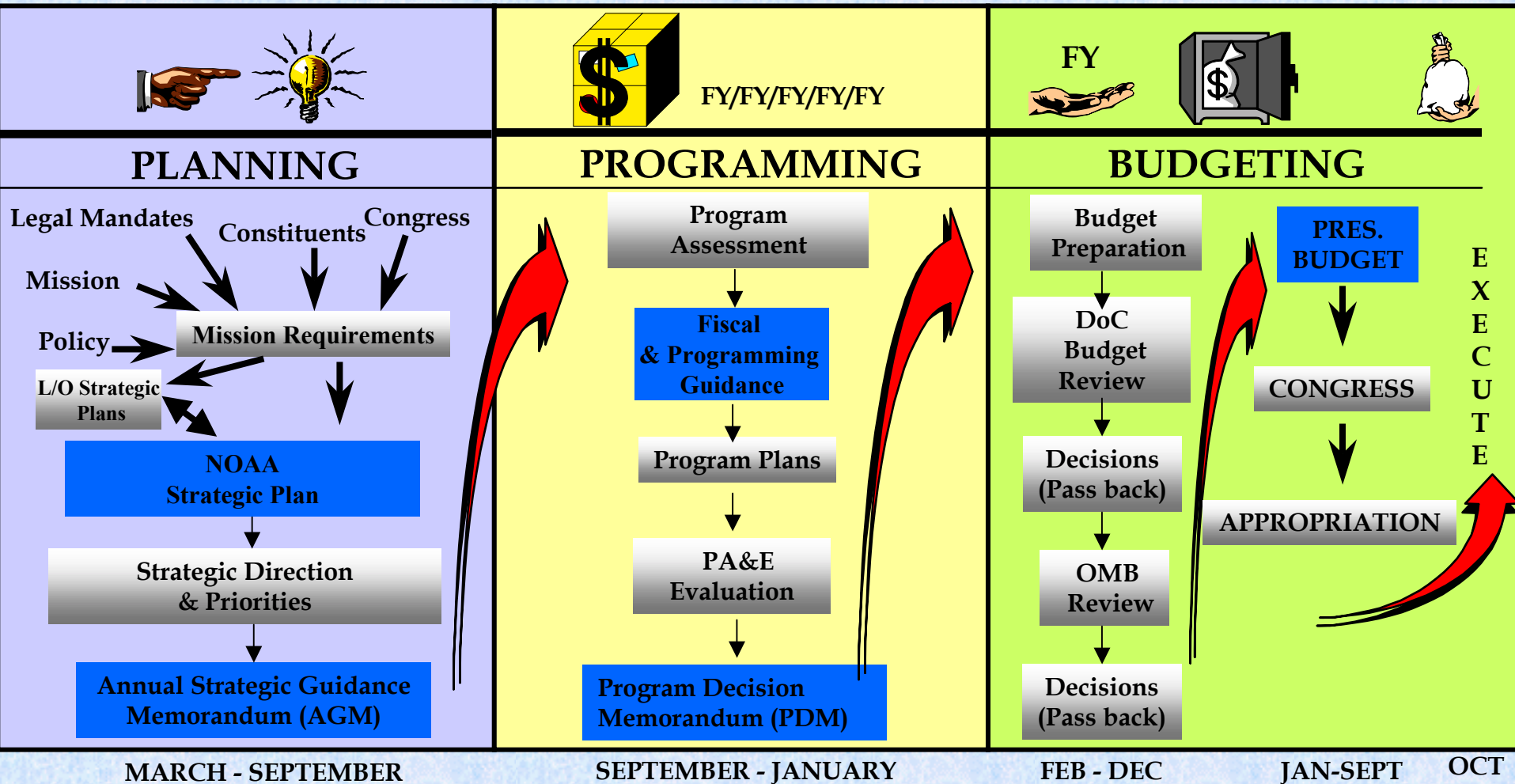


# Education Round Table

- Teachers need high quality education materials and professional development to use the materials.
- Materials need to be grade-specific and aligned with the national and state standards.



# Education Council Role in PPBS





# Next Steps

- Finalize Strategic Plan and Implementation Plan
- Baseline Assessment
- Curricula Review and Development, including distribution and teacher training
- Build Capacity



# Next Steps

- Ocean Commission
- OSTP/NSTC
- Legislation





# Enhance NOAA Partnerships

- Additional expertise
- Stretch dollars
- Enhance the effort
- CORE, AMS, UCAR, AWS
- NSF, FEMA, NASA, USGS
- Aquaria, Science Museums
- Academia and education associations
- Media
- Foundations, NGO's



# Opportunities and Challenges

- Great interest in education
- Support from NOAA Leadership
- Build on existing programs and expertise
- Develop a unified plan
- Resolve funding issues

